Launch Windows and Deadlines

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The HBA launches new Ambassador Programs during designated launch windows throughout the year. **Upcoming launch windows and deadlines to complete the GAP Activation form are posted on the HBA website** and updated regularly. Eligible HBA Corporate Partners intending to launch an Ambassador Program must indicate their intent to launch their program(d) during an upcoming launch window by submitting a completed Activation Form by the window's deadline.

Please note that it can take (on average) 6 weeks to determine the details needed internally to complete and submit the Activation Form. The HBA recommends considering this timing when deciding which launch window to pursue.

